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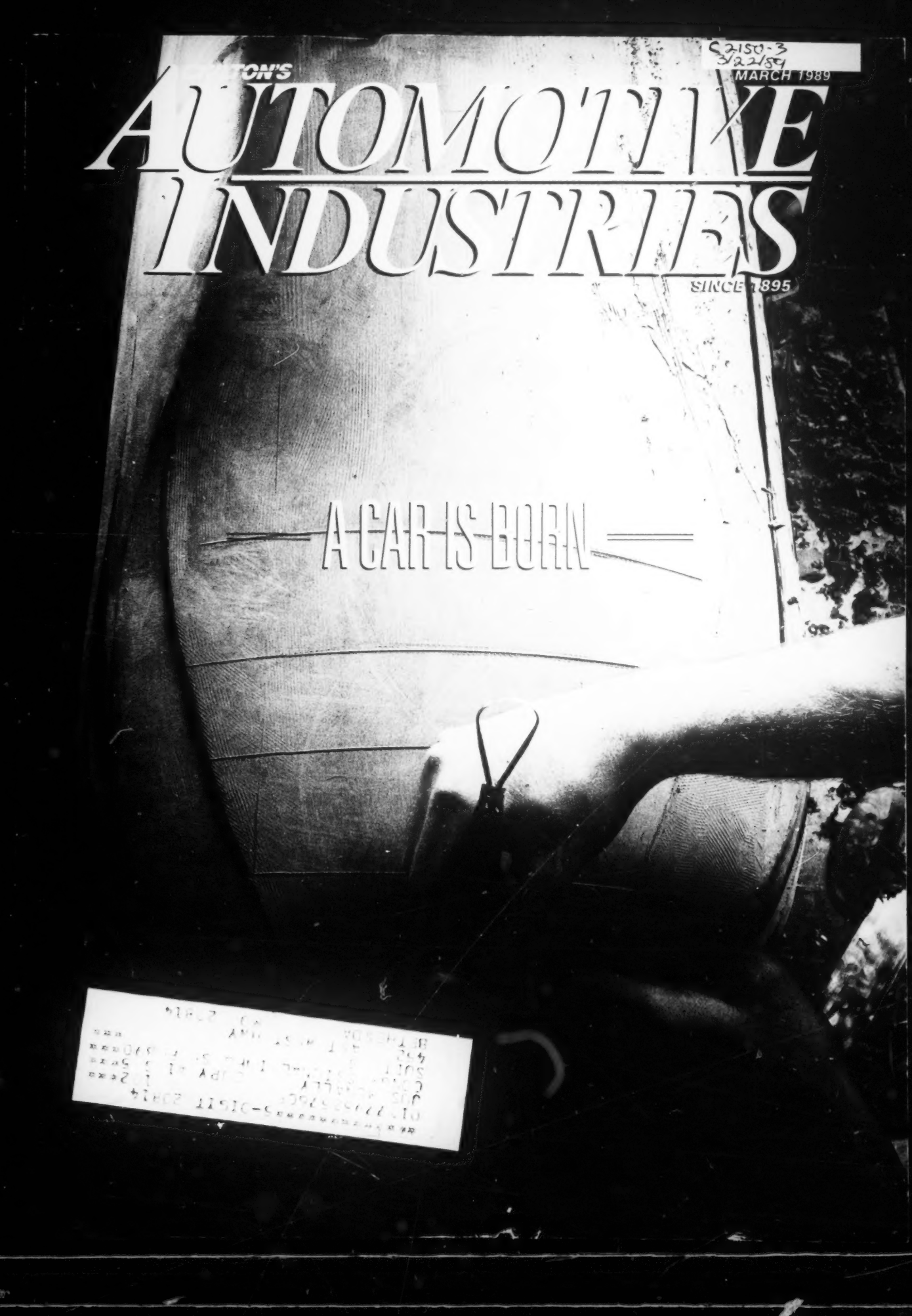
CHILTON'S
MARCH 1989

AUTOMOTIVE INDUSTRIES

SINCE 1895

A CAR IS BORN



MARCH 1989 VOLUME 169, No.3

CHILTON'S AUTOMOTIVE INDUSTRIES
SINCE 1880

Cover: Our three-part series "A Car Is Born" examines the total process of automaking. Part I, Design, begins on p.34. Cover photo: Jay Asquini/ © Asquini Inc. 1989. Hands: Carl Gruener Model: David Allen Special thanks to CCS.

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Axxess: Bold As Nissan

Nissan says its **new Axxess minivan** was styled to emulate Japan's famous *Shinkansen* bullet train. Indeed, the Axxess' A-pillars are raked 27.5° and the broad windshield spreads 36 in. (*910 mm*) from scuttle to header. Flush-fitting glass is used throughout, which works to conceal the vehicle's D-pillars while giving the five- or seven-passenger Axxess a .36 Cd. A sliding door gives access to the Axxess (Prairie in Europe) on either side. Power comes from Nissan's 2.4 L, 138 hp sohc four. A full-time four-wheel-drive version will also be offered, featuring three viscous couplings. Nissan hopes to sell about 18,000 Axxesses in the US in 1989.

Shop Around

Filling a 20-gal gas tank could cost you anywhere from $2.80 to $83.20—depending on where you shop. And just so you don't get caught by surprise, Runzheimer International has compiled the following information indicating **worldwide gasoline pump prices,** based on full-service regular gas. Prices are based on December 1988 figures.

MOST EXPENSIVE	
Location	**Per Gallon**
Abidjan, Ivory Coast	$4.16
Tokyo, Japan	$4.10
Milan, Italy	$3.90
Naha, Okinawa	$3.77
Copenhagen	$3.75

LEAST EXPENSIVE	
Location	**Per Gallon**
Caracas, Venezuela	$.14
Lagos, Nigeria	$.30
Quito, Ecuador	$.37
Santo Domingo	$.53
Kuwait	$.54

Advertisement

Small Company's New Golf Ball Flies Too Far; Could Obsolete Many Golf Courses

Pro Hits 400-Yard Tee Shots During Test Round

Want To Shoot An Eagle or Two?

By Mike Henson

MERIDEN, CT — A small golf company in Connecticut has created a new, super ball that flies like a U-2, putts with the steady roll of a cue ball and bites the green on approach shots like a dropped cat. But don't look for it on weekend TV. Long-hitting pros could make a joke out of some of golf's finest courses with it. One pro who tested the ball drove it *400 yards*, reaching the green on all but the longest par-fours. Scientific tests by an independent lab using a hitting machine prove the ball out-distances all major brands dramatically.

The ball's extraordinary distance comes partly from a revolutionary new dimple design that keeps the ball aloft longer. But there's also a secret change in the core that makes it rise faster off the clubhead. Another change reduces air drag. The result is a ball that gains altitude quickly, then sails like a glider. None of the changes is noticeable in the ball itself.

Despite this extraordinary performance the company has a problem. A spokesman put it this way: "In golf you need endorsements and TV publicity. This is what gets you in the pro shops and stores where 95% of all golf products are sold. Unless the pros use your ball on TV, you're virtually locked out of these outlets. TV advertising is too expensive to buy on your own, at least for us.

"Now, you've seen how far this ball can fly. Can you imagine a pro using it on TV and eagle-ing par-fours? It would turn the course into a par-three, and real men don't play par-three's. This new fly-power forces us to sell it without relying on pros or pro-shops. One way is to sell it direct from our plant. That way we can keep the name printed on the ball a secret that only a buyer would know. There's more to golf than tournaments, you know."

The company guarantees a golfer a prompt refund if the new ball doesn't cut five to ten strokes off his or her average score. Simply return the balls — new or used — to the address below. "No one else would dare do that," boasted the company's director.

If you would like an eagle or two, here's your best chance yet. Write your name and address and "Code Name S" (the ball's R&D name) on a piece of paper and send it along with a check (or your credit card number and expiration date) to National Golf Center (Dept. H-1022), 500 S. Broad St., Meriden, CT 06450. Or phone 203-238-2712, 8-8 Eastern time. No P.O. boxes, all shipments are UPS. One dozen "S" balls cost $21.95 (plus $2.50 shipping & handling), two to five dozen are only $19.50 each, six dozen are only $99.00. You save $47.70 ordering six. Shipping is free on two or more dozen. Specify white or Hi-Vision yellow.

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NOTE

ONLY THE FOLLOWING PAGES OF THIS

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